



March 9, 2011

EX PARTE BY ECFS

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Michael B. Hazzard

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Re: Proceeding WT 08-7

Dear Secretary Dortch:

On March 8, 2011, Jared Reitzin, Scott Goldman, Amanda Antico-Majkowski, and I on behalf the Mobile Internet Content Coalition ("MICC"), participated in separate *ex parte* meetings with the following:

- Commissioner Mignon Clyburn and Louis Peraertz, Legal Advisor
- Rick Kaplan, Chief Counsel & Senior Legal Advisor to Chairman Genachowski

Today, Jared Reitzin, Jed Alpert, Scott Goldman, and I also met with Commissioner Michael Copps, Margaret McCarthy, and John Giusti, Legal Advisors.

The purpose of the meeting was to introduce the Mobile Internet Content Coalition to the Commission. We distributed the attached material, which served as the basis for discussion.

Respectfully submitted,

/s/

Michael B. Hazzard
Counsel to the Mobile Internet Content Coalition

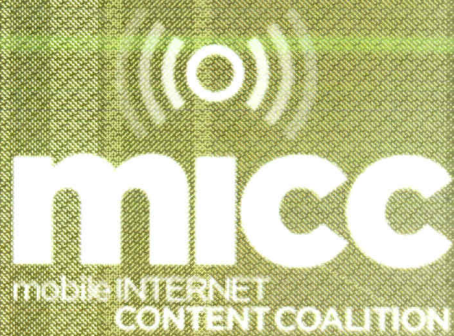
Attachment

cc: Commissioner Mignon Clyburn
Louis Peraertz
Rick Kaplan

Commissioner Michael Copps
Margaret McCarthy
John Giusti



Be educated. Be connected. **Be heard.**



THE FUTURE OF CONTENT IS MOBILE.

Mobile content is revolutionizing the economy, people's daily interactions.

The mobile Internet is on pace to replace the wired Internet as the primary means of accessing the Internet for most consumers. Despite the consumer desire for mobile content these distribution methods are often subject to the whims of access providers that control the market and are largely unregulated.



THE FUTURE OF CONTENT IS MOBILE.

Mobile content providers face not simply the challenges of growing a new business or developing new mobile content that meets the needs and desires of consumers, but must also navigate a complex system with a challenging set of—**often unwritten**—rules and an imbalance of power.

Consumers, in turn, have no guarantee that they will be able to access the content of their choice.



THE FUTURE OF CONTENT IS MOBILE.

The **Mobile internet Content Coalition** (“**MICC**”) advocates on behalf of mobile content providers and works toward a mobile Internet ecosystem in which competition flourishes, the best ideas succeed, and consumers reap the benefits of an environment in which content developers compete on a level playing field.

By combining resources and ideas, the **Mobile Internet Content Coalition** enables mobile content providers to shape the industry as it evolves.



VISION AND MISSION

The **Mobile Internet Content Coalition's vision** is a fully competitive mobile Internet economy in which consumers possess a full and fair opportunity to access the mobile Internet content of their choice.

MICC's mission is to advocate for policies and provide educational opportunities that encourage all members of the mobile Internet ecosystem, regulators, and policymakers to adopt technology-neutral regulations that serve to empower consumer choice and provide a level playing field for all mobile content providers.

JOINING THE MICC

Any company that has mobile content to distribute should consider the benefits the **MICC** provides. Despite the consumer desire for mobile content, access providers have often made distribution difficult, not just for technology companies in the business of distributing text messages and other content, but other established brands that want to use mobile distribution methods.

The **MICC** was formed to advocate on behalf of any company with mobile content or a distribution method in order to provide a balance of power. Full membership in **MICC** is open to all content providers, content aggregators, and device manufacturers who have a demonstrated commitment to the core values of the organization.





CONTACT

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